

# St. Charles Parish Branding Guidelines

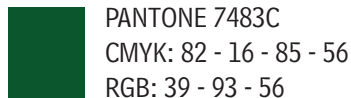
Usage rules for the St. Charles Parish seal, logo, fonts and more.

## PARISH SEAL

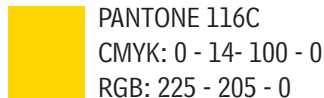


- The St. Charles Parish seal shall be used only on official government documents, legal correspondence, parish letterhead, vehicles and equipment.
- It should never be used or reproduced smaller than 1 inch in diameter to ensure readability. Use on white or solid colored backgrounds is preferred.
- The seal may be reproduced in white (if on a dark background), black or PANTONE 7483C (green) (or its approximation). See below for numeric color values.
- Two-color seals (green and gold) may be used on letterhead, programs, official documents, etc. in foil stamped versions.

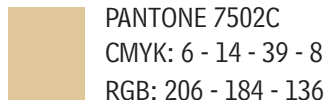
## COLORS AND FONTS



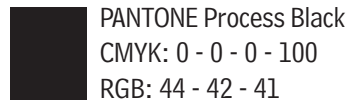
PANTONE 7483C  
CMYK: 82 - 16 - 85 - 56  
RGB: 39 - 93 - 56



PANTONE 116C  
CMYK: 0 - 14 - 100 - 0  
RGB: 225 - 205 - 0



PANTONE 7502C  
CMYK: 6 - 14 - 39 - 8  
RGB: 206 - 184 - 136



PANTONE Process Black  
CMYK: 0 - 0 - 0 - 100  
RGB: 44 - 42 - 41

**BANK GOTHIC MEDIUM BT**  
*Aldus Italic Oldstyle Figures*  
Bell Centennial Address

## PARISH LOGO



- The parish logo should always be used with accompanying wording in Bank Gothic font and reproduced at least two inches in width.
- The green/gold version may be used for signage. The green/beige version should be used on documents. **Please note the parish logo is for government use only and/or to represent government sponsorship.**
- Parish departments may choose to use the parish logo as part of their own logo; however, it must remain intact. Any department information should be displayed underneath the logo in one of the fonts provided in the left column.
- Reproduce the logo in color whenever possible. Use the above versions when printing in black and white or on a dark background as shown.

## LETTERHEAD

- Parish letterhead should follow this format.



VJ. ST. PIERRE, JR.  
PARISH PRESIDENT

**ST. CHARLES PARISH**  
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\* Logos, fonts, Power Point, letterhead and report cover templates are available for download at [www.stcharlesparish-la.gov/branding](http://www.stcharlesparish-la.gov/branding). Any exceptions to these guidelines should be approved by the Public Information Office by calling (985) 783-5183 or e-mailing [publicinfo@stcharlesgov.net](mailto:publicinfo@stcharlesgov.net).